

Year 11-12 Transition Work

Subject: BTEC Business



St Peter's
SIXTH FORM
Discover your potential

We're looking forward to welcoming you in September! Please note that this document has been created by staff to help you prepare to start your studies at sixth form. The work you produce from this will form the basis of a discussion in your first lessons with your teachers.

At the end of this document, there is a review grid for you to complete every time you engage with some preparatory reading this summer.

List of key topics you will study in Year 12:

Unit 1: Exploring Business (portfolio)

Unit 3: Personal and Business Finance (external assessment)

Unit 2: Developing a Marketing Campaign (external assessment)

Unit 8: Recruitment and Selection (portfolio)

Recommended research list:

The Guardian Good site for business news. <http://www.guardian.co.uk/business>

The Times Good site for business news. <http://business.timesonline.co.uk/>
http://business.timesonline.co.uk/tol/business/related_reports/entrepreneurs/

The Daily Telegraph Good site for business news. This includes a section on companies and markets.
<http://www.telegraph.co.uk/money>

Economist Do not forget to use the backgrounders feature that allows you to find other articles on key topics and do look at the special reports. (Some elements open only to subscribers). <http://www.economist.com>

BusinessWeek Great site for business news and features. <http://www.businessweek.com>

Business Review Magazine Useful student magazine with articles on relevant topics as well as helpful advice on the examinations.

Nelson Thornes - Online learning materials for AS and A2 Business Studies.
www.nelsonthornes.com/agagce/business

Annual reports service Order free annual reports from the Financial Times. <http://ftcom.ar.wilink.com/asp/P002>

BBC News A superb resource and one of the best starting points to find resources.
<http://news.bbc.co.uk/1/hi/business>

Tutor2u www.tutor2u.net

Tasks

Key Terms

Fill in the definitions for the following key terms:

<i>Key term</i>	
<i>Enterprise</i>	
<i>Demand</i>	
<i>Supply</i>	
<i>Market</i>	
<i>Cashflow</i>	
<i>Marketing Mix</i>	
<i>Competition</i>	
<i>Branding</i>	
<i>Stakeholders</i>	
<i>Ethical</i>	
<i>SWOT analysis</i>	
<i>Objectives</i>	
<i>Added Value</i>	
<i>Elasticity</i>	



Transition Activity – Research Task

Using the links below, please research the following information on Starbucks: Please write answers in your own words – do not copy and paste. You can however copy and paste pictures/evidence to support your research. <https://www.starbucks.co.uk/>

<https://investor.starbucks.com/press-releases/financial-releases/press-release-details/2020/Starbucks-Reports-Q4-Fiscal-2020-Results/default.aspx>

<https://stories.starbucks.com/stories/news/>

You can also find information they have shared on their social media sites too.

Website to help with the key terms if needed www.Tutor2u.net

Research questions:

1. *When was Starbucks set up and by who?*
2. *Who is their target market? Who are their drinks aimed at?*
3. *How many stores does Starbucks have in total and where are they located around the world?*
4. *What products/services do they offer customers?*
5. *How have consumer trends changed the products/services Starbucks offer?*
6. *Who are their main competition and what products do they offer?*
7. *What were their financial figures for 2020? This refers to sales figures/profits etc.*
8. *How have they grown/expanded in the last 5 years? This could be in terms of sales, revenue, and profit, expansion of new stores or products/services.*
9. *Who owns Starbucks now?*
10. *What is going on in the external environment (PESTLE) that will affect Starbucks? Use evidence to back this research up and use specific examples if you can.*

Political

Economic

Social

Technological

Legal

Environmental/Ethical

REVIEW GRID

Name of podcast/article:

REWORD IT: Use this space to look up any words you don't know on an online dictionary/thesaurus

CRUNCH IT: Identify 6 keywords in this podcast/article/source. Say why you have picked these words.

1.

2.

3.

4.

5.

6.

SUMMARISE IT

Summarise 3 key learning points or arguments in this podcast/article/source:

REVIEW IT:

Would you recommend this resource to another student?

Why/why not?

What was your key takeaway from this article?

What questions do you still have?

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